

MOTION BY SUPERVISOR MICHAEL D. ANTONOVICH

August 21, 2007

AMENDMENT TO ITEM #54

The Chief Executive Officer is recommending the allocation of an additional \$250,000 to the 2-1-1 County contract to expand marketing by engaging the efforts of an outside firm to "brand" 2-1-1. It was unique that, prior to Board approval, 2-1-1 LA County had begun discussions with a pre-selected Public Relations firm about professional marketing that identified select markets, including unincorporated areas and various demographic groups. Competitive selection of the outside firm would ensure that County funds are maximized, to the extent possible, by having marketing efforts reach the vast diversity of L.A. County's callers.

I, THEREFORE, MOVE that the Board of Supervisors directs the Chief Executive Officer to include, as part of the 2-1-1 LA County contract amendment, the requirement that the outside Public Relations firm be selected through a competitive bid process.

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MDA:hbb
s/motions/amendmenttoitem#54

MOTION

Molina	_____
Burke	_____
Knabe	_____
Antonovich	_____
Yaroslavsky	_____